

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT INTERNATIONAL, INC.

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Merit Surge Continues!

- Sales up 24% in 1978.
- Passed over 50 brands in mind time.
- Most successful new brand in more than 20 years.
- Unprecedented consumer response — Don't run out!

MERIT
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Year after year, Philip Morris outgrows the rest of the industry combined.

USA
**PHILIP
MORRIS**



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